

# PORTUGUESE TOURISM REACHES HISTORIC HIGHS



In 2023, a record-breaking 31.6 million guests and 80.3 million overnight stays were recorded in accommodation establishments in Portugal. This represented an annual increase of 5.2% in tourists and 4% in overnight stays.

In December 2024 alone, the accommodation sector welcomed 1.9 million guests and recorded 4.2 million overnight stays, which reflects an increase of 3.6% in guest numbers and 2.9% in overnight stays in hotels across Portugal. **The occupancy rate for national accommodation establishments reached 32.2% in net bed occupancy and 39.2% in room occupancy.**

According to the INE's flash estimate, overnight stays from international visitors predominated, accounting for 70.3% of all overnight stays in 2024, totaling 56.4 million.

## British Tourists Lead

In 2024, the United Kingdom remains the primary source market for overnight stays by non-residents, accounting for nearly two out of ten stays (18.1%), an increase of 2.7%. Following the UK, the most significant market shares are held by Germany (11.3%), Spain (9.7%), North America (9.2%), and France (8%). The most significant increases in visitor numbers were seen among tourists from Canada, which rose by 17.1%, and the USA, which saw an increase of 12.1%.

By November, the total number of overnight stays had increased by 4.1%, with 1.7 million people recorded in November alone, marking the most significant monthly increase at 22.2%. However, as the year ended, the trend reversed, and the behavior of foreign visitors ultimately shaped the market's development.

The Christmas and New Year's Eve celebrations proved significant for the autonomous region of Madeira, which experienced the most significant increase in overnight stays in the country at +8.8%. This growth outpaced the Azores, which saw a rise of 4.4%. In contrast, the West, the Tagus Valley, and the Centre were the only Portuguese regions to experience declines in overnight stays, with decreases of -3.0% and -0.3%, respectively.

## Portuguese Tourism Authority to Promote Inland Regions

Turismo de Portugal will allocate approximately seven million euros to support tourism projects in the country's interior. This initiative addresses the long-standing issue of tourism concentration along Portugal's coast.

The Portuguese tourism authorities are actively working to diversify tourism by providing funding through the Inland Tourism Agenda to encourage development in less visited inland regions.

The "+Inland Tourism Line" has an investment of approximately 10 million euros, with nearly 7 million euros provided as direct support from the State through Turismo de Portugal. **This initiative aims to enhance projects in areas with low population density.**

The goal is to create a tourism offer that highlights the unique qualities of inland regions and fosters

the development and implementation of new business offers.

In addition, these investments positively impact the country's interior, adding value to products from the primary sector.

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